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UTILITY
PATENT APPLICATION
TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.	7655.C4
First Inventor	Randy B. Reynolds
Title	Point-of-Purchase Advertising by a Cantilevered Display Mechanism and Related Methods
Express Mail Label No.	EL811845433US

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. <input checked="" type="checkbox"/> Fee Transmittal Form (e.g., PTO/SB/17) (Submit an original and a duplicate for fee processing)	7. <input type="checkbox"/> CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
2. <input checked="" type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27.	8. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
3. <input checked="" type="checkbox"/> Specification [Total Pages 47] (preferred arrangement set forth below)	a. <input type="checkbox"/> Computer Readable Form (CRF)
- Descriptive title of the invention	b. Specification Sequence Listing on:
- Cross Reference to Related Applications	i. <input type="checkbox"/> CD-ROM or CD-R (2 copies); or
- Statement Regarding Fed sponsored R & D	ii. <input type="checkbox"/> Paper
- Reference to sequence listing, a table, or a computer program listing appendix	c. <input type="checkbox"/> Statements verifying identity of above copies
- Background of the Invention	ACCOMPANYING APPLICATION PARTS
- Brief Summary of the Invention	9. <input type="checkbox"/> Assignment Papers (cover sheet & document(s))
- Brief Description of the Drawings (if filed)	10. <input type="checkbox"/> 37 CFR 3.73(b) Statement <input checked="" type="checkbox"/> Power of (when there is an assignee) <input checked="" type="checkbox"/> Attorney
- Detailed Description	11. <input type="checkbox"/> English Translation Document (if applicable) <input type="checkbox"/> Copies of IDS
- Claim(s)	12. <input checked="" type="checkbox"/> Information Disclosure Statement (IDS)/PTO-1449 Citations
- Abstract of the Disclosure	13. <input checked="" type="checkbox"/> Preliminary Amendment
4. <input checked="" type="checkbox"/> Drawing(s) (35 U.S.C. 113) [Total Sheets 9]	14. <input checked="" type="checkbox"/> Return Receipt Postcard (MPEP 503) (Should be specifically itemized)
5. Oath or Declaration [Total Sheets 2]	15. <input type="checkbox"/> Certified Copy of Priority Document(s) (if foreign priority is claimed)
a. <input type="checkbox"/> Newly executed (original or copy)	16. <input type="checkbox"/> Nonpublication Request under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.
b. <input checked="" type="checkbox"/> Copy from a prior application (37 CFR 1.63(d)) (for continuation/divisional with Box 18 completed)	17. <input checked="" type="checkbox"/> Other: P.T.O. 892 Forms from Patent Applications
i. <input type="checkbox"/> DELETION OF INVENTOR(S) Signed statement attached deleting inventor(s) name in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).	
6. <input type="checkbox"/> Application Data Sheet. See 37 CFR 1.76	

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:

 Continuation Divisional Continuation-in-part (CIP) of prior application No.: 10/308,594.....Prior application information: Examiner J. Silbermann Art Unit: 3611
For CONTINUATION OF DIVISIONAL APPS only; The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

19. CORRESPONDENCE ADDRESS

<input type="checkbox"/> Customer Number:				OR	<input checked="" type="checkbox"/> Correspondence address below
Name	Mr. Lynn G. Foster				
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Name (Print/Type)	Lynn G. Foster		Registration No. (Attorney/Agent)	21189	
Signature			Date	Sept. 19, 2003	

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

22397-U-66690
09/19/03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Randy B. Reynolds

Docket: 7655.C4

Serial No.:

Art Unit:

Filed: 19 September 2003
(By Express Mail)

Examiner:

A continuation of United States Patent
Application Serial No. 10/308,594

Which was filed: 03 December 2002

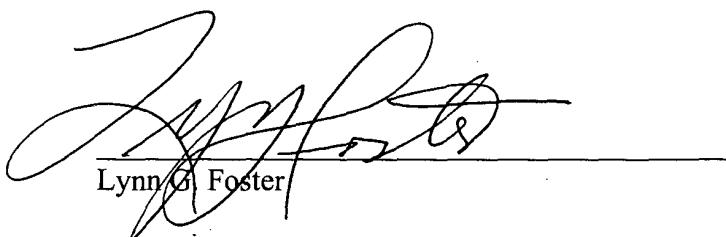
For: POINT-OF-PURCHASE
ADVERTISING BY A
CANTILEVERED DISPLAY
MECHANISM AND RELATED
METHODS

CERTIFICATION OF FILING BY EXPRESS MAIL

“Express Mail” Mailing Label Number: EL811845433US

Date of Deposit: 19 September 2003

I hereby certify that the attached complete patent application is being deposited with the United States Postal Service “Express Mail Post Office to Addressee” service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner for Patents, Mail Stop Patent Applications, P.O. Box 1450, Alexandria, VA 22313-1450.



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